

9/29/87 C 7715-3A

JULY
1987

**pocket
summary**
of registrations

*new
cars*

*new
trucks*

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JULY		% '87 VS '86	% IND	
	1987	1986		1987	1986
A.M.C.	2721	5374	50.63	.30	.55
(Alliance)	2406	3759	64.01	.26	.38
(Eagle)	315	408	64.55	.04	.05
CHRYSLER	25803	32230	80.06	2.87	3.33
(Laser)	286	2716	10.53	.03	.28
(Le Baron/GTS)	16185	14109	114.71	1.80	1.44
(E/Nr/S Av)	8277	15405	53.73	.92	1.56
DODGE	34133	44423	76.84	3.79	4.55
(Daytona)	3920	4133	94.85	.44	.43
(Omni/Shadow)	10489	9707	108.06	1.16	1.00
(Aries)	7187	8980	80.03	.80	.93
(Lancer)	1999	3704	53.97	.22	.38
(800)	3065	5771	53.11	.34	.60
(Diplomat)	999	2722	36.70	.11	.28
PLYMOUTH	25207	35394	74.04	2.92	3.85
(Horizon/Sundance)	10813	12529	86.30	1.21	1.29
(Reliant)	5901	9420	62.64	.66	.97
(Caravelle)	2902	3219	90.15	.32	.33
(Gran Fury)	749	1340	55.90	.08	.14
CHRYSLER CORP.	86143	112047	76.88	9.58	11.57
FORD	121825	119375	102.05	13.56	12.32
(Escort)	34460	37960	101.47	3.83	3.50
(Mustang)	15207	16591	91.66	1.69	1.71
(Tempo)	18066	21174	85.32	2.01	2.19
(Taurus)	29820	21960	135.79	3.32	2.27
(LTD/Crn Vact)	10479	13818	75.84	1.17	1.43
(T-Bird)	11857	11829	100.24	1.32	1.22
LINCOLN	14403	13045	110.41	1.60	1.35
MERCURY	43514	44097	98.68	4.84	4.55
(Capri)	62	1251	4.96	.01	.13
(Topaz)	5563	6385	87.13	.62	.66
(Sable)	8762	8444	103.77	.97	.87
(Marq/Gr Marq)	11506	11363	101.26	1.28	1.17
(Cougar)	10899	11354	95.99	1.21	1.17
LINC/MERC DIV	59358	58374	101.69	6.60	6.00
FORD MOTOR CO.	181183	177749	101.93	20.16	18.35
BUICK	44242	63313	69.88	4.92	6.54
(Skyhawk)	3088	6123	50.43	.34	.63
(Somerset/Skylark)	5747	11279	50.95	.64	1.16
(Century)	10471	18405	56.89	1.16	1.92
(Regal)	4940	6829	72.34	.55	.70
(Riviera)	1067	1462	72.98	.12	.15
CADILLAC	19450	21945	88.63	2.16	2.27
(Allante)	212	-	-	.02	-
(Cimarron)	1137	1855	61.29	.13	.19
(Eldorado)	1671	1644	101.64	.18	.17
(Seville)	1579	1248	126.52	.18	.13
CHEVROLET	136470	153471	88.92	15.19	15.83
(Chevette)	709	4890	14.50	.08	.50
(Celebrity)	23648	35072	67.43	2.64	3.62
(Corsica)	12658	-	-	1.41	-
(Beretta)	13702	-	-	1.52	-
(Cavalier)	23014	35538	64.76	2.58	3.66
(Camaro)	10229	16557	61.78	1.14	1.71
(Corvette)	2083	2906	71.68	.23	.30
(Monte Carlo)	6082	9508	63.97	.68	.98
OLDSMOBILE	61081	88684	68.87	6.80	9.15
(Firenza)	1450	2787	52.03	.16	.29
(Calais)	9166	11010	83.25	1.02	1.14
(Cutlass Ciera)	19025	26611	71.49	2.12	2.74
(Cutlass)	9495	17866	53.15	1.06	1.84
(Toronado)	1449	1087	133.30	.16	.11
PONTIAC	62399	74549	83.70	6.94	7.70
(1000)	292	1397	20.90	.03	.14
(Sunbird)	7105	11776	60.33	.79	1.22
(Grand AM)	19498	16568	117.68	2.16	1.71
(8000)	9654	16940	56.99	1.07	1.76
(Bonneville)	7963	3089	257.79	.89	.32
(Firebird)	7152	9684	73.85	.80	1.00
(Fiero)	4112	6293	65.34	.46	.65
(Grand Prix)	989	2952	33.50	.11	.30
GEN MTR CORP.	323642	401362	80.52	36.01	41.49
Misc Domestic	29	6	483.33	-	-
Other Import	305139	271606	112.35	33.95	28.04
U.S. TOTAL	896857	968744	92.79	-	-

UNITED STATES SUMMARY
JULY 1987 ISSUED 09/87

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKE	YEAR TO DATE		% '87 VS '86	% IND		YEAR END 1986
	1987	1986		1987	1986	
AC	19390	40953	47.35	.33	.64	72008
(Alliance)	16865	28352	59.48	.29	.45	49907
(Eagle)	2525	4738	53.29	.04	.07	7380
AMERICAN	159128	204459	77.83	2.70	3.19	351741
(Laser)	4048	17639	22.95	.07	.20	28321
(Le Baron/GTS)	85946	97387	88.25	1.45	1.52	160600
(E/NV/S Av)	62158	89433	69.50	1.06	1.39	160945
BUICK	247459	286206	86.46	4.20	4.46	510136
(Daytona)	17172	23798	72.16	.29	.37	36547
(Omni/Shadow)	78320	53088	147.53	1.32	.83	110505
(Aries)	58551	60380	96.97	.99	.94	104734
(Lancer)	15027	27466	54.71	.26	.43	47900
(800)	22081	38520	57.32	.38	.60	61305
(Diplomat)	6883	16275	42.29	.12	.25	31810
LYNCH	219391	238459	92.00	3.73	3.72	415701
(Horizon/Sundance)	86097	63254	136.11	1.47	.99	124754
(Reliant)	62055	80693	76.90	1.05	1.25	127369
(Caravelle)	22431	23523	95.36	.38	.37	38622
(Gran Fury)	4638	8968	51.72	.08	.14	15509
BUICK CORP.	625978	729124	85.85	10.63	11.37	1271578
CHRYSLER	836747	789938	106.18	14.24	12.32	1364434
(Escort)	223182	236544	94.35	3.78	3.68	400695
(Mustang)	107090	104447	102.53	1.82	1.63	165854
(Tempo)	148764	149376	99.59	2.53	2.33	259896
(Taurus)	209282	111456	187.77	3.55	1.74	238610
(LTD/Crn Vact)	75678	104374	72.51	1.29	1.63	160333
(T-Bird)	71099	83376	85.28	1.21	1.30	138602
FORD	96167	89700	107.21	1.63	1.40	169805
(Capri)	268242	283635	94.57	4.56	4.42	477874
(Topaz)	936	7368	12.73	.02	.11	11850
(Sable)	41913	38293	109.45	.71	.60	65498
(Marq/Gr Marq)	55737	50429	110.53	.95	.79	91341
(Cougar)	71019	77517	91.62	1.21	1.20	130476
(Falcon)	61923	70463	87.88	1.05	1.10	112818
GEN. MERC. DIV.	369509	382205	96.68	6.28	5.96	661787
GEN. MOT. CO.	1208256	1172143	103.08	20.52	18.28	2026221
GEN. MOT. CO.	312452	433594	72.06	5.31	6.76	757328
(Skyhawk)	22437	42044	53.37	.38	.66	74172
(Somerset/Skyline)	41524	72122	57.57	.71	1.12	112375
(Century)	86828	135731	63.97	1.47	2.12	236946
(Regal)	29788	47669	62.49	.51	.74	77962
(Riviera)	11895	9773	121.71	.20	.15	22937
GEN. MOT. CO.	143382	164780	87.01	.44	2.57	300090
(Allante)	960	-	-	.02	-	5
(Cimarron)	7859	12893	60.96	.13	.20	23592
(Eldorado)	10930	12051	90.70	.19	.19	24476
(Seville)	13021	8808	147.83	.22	.14	20641
GEN. MOT. CO.	899858	1024369	87.85	15.28	15.97	1693234
(Chevette)	19808	41705	47.50	.34	.65	72454
(Celebrity)	205531	240445	85.48	3.47	3.75	397297
(Corsica)	45793	-	-	.78	-	1372
(Beretta)	50427	-	-	.86	-	1505
(Cavalier)	188793	239224	78.92	3.21	3.73	362760
(Camaro)	75233	107288	70.12	1.28	1.67	164283
(Corvette)	14764	20739	71.19	.25	.32	32581
(Monte Carlo)	37588	62856	59.80	.64	.98	111245
GEN. MOT. CO.	431055	620841	69.43	7.32	9.68	1044444
(Firenze)	9406	22175	42.42	.16	.35	34470
(Calais)	61066	70866	86.17	1.04	1.11	114295
(Cutlass Ciera)	146376	191328	76.51	2.49	2.97	323607
(Cutlass)	64292	128653	49.97	1.09	2.01	191138
(Toronado)	9673	7834	123.47	.16	.12	16239
GEN. MOT. CO.	415438	499523	83.17	7.06	7.79	829650
(1000)	4896	11343	43.16	.08	.18	18142
(Sunbird)	51905	67592	76.79	.88	1.05	103925
(Grand Am)	132154	119295	110.78	2.24	1.86	198509
(8000)	74561	104623	71.27	1.27	1.63	197601
(Bonneville)	54027	25177	214.59	.92	.39	49174
(Firebird)	47825	58260	82.09	.81	.91	93521
(Fiero)	29144	41486	70.25	.50	.65	67748
(Grand Prix)	10004	24228	41.29	.17	.38	37728
GEN. MOT. CO.	2202185	2743107	80.28	37.41	42.77	4624746
GEN. MOT. CO.	39	52	75.00	-	-	77
Other Import	1831389	1727533	106.01	31.11	26.94	3139212
TOTAL	5887237	6412912	91.80	-	-	11139842

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	JULY	% IND	YEAR TO DATE		% '87 VS '86	% IND	
	1987		1987	1986		1987	1986
Chrysler	-	-	-	-	-	-	-
Dodge	53736	11.82	333526	259060	128.74	11.63	9.40
Plymouth	15709	3.46	78061	67235	116.10	2.72	2.44
Ford	129717	28.54	837658	775076	108.07	29.18	26.15
Chevrolet	109663	24.13	667173	734685	90.81	23.26	26.66
G.M.C.	29400	6.47	192386	199507	96.43	6.71	7.24
Hino	146	.03	886	374	236.90	.03	.01
International	5876	1.29	37814	36587	103.35	1.32	1.33
Iveco	218	.05	1293	1387	93.22	.05	.05
Jeep	16629	3.66	111208	104380	106.54	3.88	3.79
Jack/Midliner	2056	.45	13696	13088	104.65	.48	.47
Kenworth	1024	.23	7694	5912	130.14	.27	.21
Peterbilt	986	.22	6232	5501	113.29	.22	.20
Daimler-Benz Corp.	2376	.52	15347	11916	128.79	.54	.43
Scania	6	-	63	25	252.00	-	-
Volvo White	771	.17	6696	6617	101.19	.23	.24
Western Star	106	.02	785	620	126.61	.03	.02
Other Imports	85780	18.87	555454	530198	104.76	19.37	19.24
Miscellaneous Domestic	318	.07	2334	3302	70.68	.08	.12
S. Total	454517		2868306	2755470	104.09		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-18	GVW 5 18-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Chrysler	-	-	-	-	-	-	-	-
Dodge	252592	80934	-	-	-	-	-	-
Plymouth	78061	-	-	-	-	-	-	-
Ford	500698	307898	329	-	-	5112	16447	7174
Chevrolet	410864	232034	16150	325	159	2990	4407	244
G.M.C.	91526	75321	1744	230	3242	2884	12839	4600
Hino	-	-	-	-	241	237	408	-
International	-	-	-	-	201	8919	12685	16009
Iveco	-	-	619	272	344	58	-	-
Jeep	102937	8271	-	-	-	-	-	-
Jack/Midliner	-	-	-	-	-	1261	1642	10793
Kenworth	-	-	-	-	-	-	-	7694
Peterbilt	-	-	-	-	-	-	-	6232
Daimler-Benz Corp.	-	-	-	-	-	937	1463	12947
Scania	-	-	-	-	-	-	-	63
Volvo White	-	-	-	-	-	-	947	5749
Western Star	-	-	-	-	-	-	-	785
Other Imports	548320	2447	3181	-	585	397	524	-
Miscellaneous Domestic	-	1178	-	-	-	-	14	1142
Total	1984998	708083	22023	827	4772	22795	51376	73432
1986 Total	1845941	740889	21304	787	2669	25003	53276	65601
1987 vs '86	107.53	95.57	103.37	105.08	178.79	91.17	96.43	111.94

Manufacturers' Sales Records were used in compiling
Oklahoma in 1986.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1987		YEAR TO DATE 1988	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	28318	.48	40090	.63
Chevrolet Spectrum	45854	.78	48844	.76
Chrysler Conquest	6976	.12	-	-
Dodge Colt	24163	.41	27685	.44
Dodge Colt Vista SW	9577	.16	9771	.15
Dodge Conquest	231	-	1663	.03
Ford Festiva	3652	.06	-	-
Plymouth Colt	22036	.37	25482	.40
Plymouth Colt Vista SW	8710	.15	9410	.15
Plymouth Conquest	152	-	1602	.02
Pontiac LeMans	5891	.10	-	-
XR4 Merkur	3681	.06	8870	.14
Scorpio	1419	.02	-	-
Tracer	9822	.17	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	170484	2.90	173417	2.70
OTHER IMPORTS				
BMW	48675	.83	52544	.82
Honda	352013	5.98	334894	5.22
Hyundai	148585	2.52	53458	.83
Mazda	112827	1.92	126573	1.97
Mercedes Benz	54936	.93	51157	.80
Nissan	294845	5.01	314574	4.91
Subaru	89342	1.52	103237	1.61
Toyota	325643	5.53	319994	4.99
Volkswagen	102593	1.74	123361	1.92
Volvo	58863	1.00	67603	1.05
Others	243067	4.13	180138	2.81
Total Other Imports	1831389	31.11	1727533	26.94
GRAND TOTAL ALL IMPORT CARS	2001873	34.00	1900950	29.60

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 US)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	41117	1.43	42360	1.54
Dodge RAIDER	10406	.36	-	-
OTHER IMPORTS				
Isuzu	54076	1.89	49137	1.78
Mazda	74684	2.60	82341	2.99
Mitsubishi	32552	1.13	17404	.63
Nissan	129943	4.53	124918	4.53
Subaru	1304	.05	1739	.06
Suzuki	46816	1.63	21322	.77
Toyota	205471	7.16	223296	8.11
Volkswagen	5254	.18	7125	.26
Others	667	.02	-	-
Total Other Import Trucks	550767	19.20	527282	19.14
GRAND TOTAL ALL IMPORT TRUCKS	602290	21.00	569642	20.67

*IMPORTED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY, SUPPLY CO. 12
SUBJECTS FOR INTERNAL USE. ALL SALES, REPAIRS, OR SHIPMENTS PROHIBITED.

NEW VEHICLE REGISTRATIONS-UNITED STATES CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10358695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8824186	2976556
(1)1984	10128729	4048998
1985	10888608	4875192
1986	11139842	4801021

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R 1-87

(1) REVISED 10/85

NEW CAR BUYERS RATE MAIL BROCHURES AS MORE HELPFUL THAN AUTOMOTIVE ADVERTISING IN:

Television by **78%**

Radio by **88%**

Magazines by **68%**

Newspapers . . . by **79%**

*New Car Buyers, **want, need and use**
Product Details that **POLK AUTOMOTIVE**
MAIL can **best** deliver*

R. L. POLK & CO.

6400 MONROE BLVD. • TAYLOR, MI 48180 • (313) 292-3200